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PROSES MATERIAL DALAM KLAUSA BAHASA INGGRIS PADA TEKS ASURANSI JIWA: PENDEKATAN TATA BAHASA FUNGSIONAL

Material Processes in English Clause of Life Insurance: A Systemic Functional Linguistic Approach

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Abstrak

Penelitian ini merupakan penerapan proses material dalam teks tentang asuransi jiwa. Data dari penelitian ini diperoleh dari brosur – brosur asuransi jiwa dari berbagai perusahaan asuransi. Pengumpulan data diambil secara acak. Penelitian ini membahas dua poin utama yaitu 1) verba leksikal yang menggambarkan tipe material proses. 2) peran partisipant yang digunakan dalam material proses dalam teks tersebut. Teks dianalisis berdasarkan teori Systemic Fuctional Linguistik yang berfokus pada transitivity (material process) dari Halliday (2014). Penelitian ini juga menerapkan metode kualitatif deskriptif dengan menggunakan dua teknik analisis. Pertama, memilih dan mengumpulkan data klausa, dan yang kedua menganalisis dan menggambarkan klausa berdasarkan pertanyaan. Hasil dari penelitian ini mengungkapkan bahwa verba leksikal yang menggambarkan tipe material proses dalam teks asuransi jiwa adalah offer, receive, protect, provide, customize, request, access, earn, allow, decrease, increase, lock, change, add, choose, take, pay, buy, build, work, help, dan give. Selanjutnya, peran partisipant yang terlibat dalam teks seperti actor, goal dan recipient.

Kata kunci: Material Process, Verba Leksikal, Partisipant, Brosur-brosur Asuransi Jiwa.

Abstract

This research focuses on the material processes that are applied in the text of Life Insurance. The data is obtained from the brochures of Life Insurance in several companies. The collected data are taken randomly. This research discusses two main points: 1) the lexical verb describes the type of material process, and 2) the role of participants are used in the material process within the text. They are analyzed based on the theory of systemic functional linguistic focus on transitivity (material process) by Halliday (2014). This research applies the descriptive qualitative method that uses two techniques. First, selects and collects the clauses. Second, analyze and describes the

clause based on the research questions. The result of the research reveals that the lexical verb describes the type of material processes in the text of life insurance. The verbs are an offer, receive, protect, provide, customize, request, access, earn, allow, decrease, increase, lock, change, add, choose, take, pay, buy, build, work, help, and give. Then, the roles of participants are involved in the text such as actor, goal, and recipient.

Keywords: *Material Process, Lexical Verb, Participant, Life Insurance Brochures.*

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INTRODUCTION

Some linguist such as Halliday and Wignell who in line with Martin, Matthiessen & Clare (1997) state the functional grammar approach is known as systemic functional linguistics (SFL). SFL has three distinct functions that are called three metafunctions. Metafunction is a semantic system that makes meaning of a related kind. According to Halliday (2014), the three metafunctions in grammatical structure can be identified such as interpersonal meaning, textual meaning, and experiential meaning. It is supported by

Interpersonal meaning or clause as exchange focuses on the function of the subject in the structure of the clause as stated by Sujatna (2012). Clause as exchange talks about the mood and residue. The mood is a system realized the position of subject and finite, while other part in the clause such as object and adverbial are called residue. The example of a clause of exchange is shown below.

	<i>Peggy</i>	<i>has</i>	<i>two cats</i>
1	Subject	finite	residue
	Mood		

The example above describes the pronoun *Peggy* is the subject and the verb *has* is finite. Both of them are elements of mood. Whereas the noun phrase *two cats* is called residue.

Based on Eggins (2004), supported by But et al. (1999) and Deterding & Poedjosoedarmo (2001) Textual meaning describes the structural configuration of clauses. It talks about theme and rheme in the clause. Theme is the point of the message and rheme is the information of the message in the clause. For example:

	<i>Roni is</i>	<i>my English Teacher</i>
2	Theme	rheme

This example describes the pronoun *Roni* is used as the point of the message, while the noun phrase *My English Teacher* describes the information of who is the role of *Roni* in the clause. It is called rheme.

The experiential meaning or clause as representation is a representation of some process in human experience. Clause as representation has six processes that are material, mental, relational, behavioral, verbal, and existential process. According to Sujatna (2013), material process is a process of doing. Mental process involves feeling, thinking, perceiving and having emotional reactions to things. Relational process involves being and becoming, verbal process is a process of saying. Existential process is a process of existence. For this research, the researcher only focus on one type of processes that is the material process. Moreover, the researcher applies one of the processes in the advertising texts.

Advertising text can be found in a range of printed media of visual media. In printed media mostly is found such as in magazine, local or international newspaper, brochures or websites. As the object of this research, the researcher choose one of the kind of advertising text that is the brochure and the topic is life insurance.

Based on the introduction above, the problems of the research are formulated as follow:

1. What are the lexical verbs describing the type of material process in life insurance brochures?
2. What are the role of participants that are used in the material process within life insurance brochures?

THEORITICAL BASIS

A. Material Process

Material process is a process of doing and it becomes the indicator of material process. According to some linguists such as Thompson (2014), the process involves the physical activity such as cooking, drawing, throwing, etc. Halliday & Matthiessen (2004) states that material process constructs the outer aspect of human experience. Eggins (2004) states that the material process is describing processes of doing and usually, the process is concrete and tangible action. Based on the authors, it can be concluded that material process is a process of doing something and it describes human experience. The

participant in the material process is the actor. The actor is someone who did something or the doer of the process. the example shows as below:

3	<i>Brother</i>	<i>runs</i>
	Actor	process

Data (3) shows that the lexical verb *run* describes the process of doing. Moreover, pronoun *Brother* is included in participant that is called the actor or the doer. In the material process, the participant involves not only the actor but other participants can involve as well as goal, beneficiary, range, recipient, scope, and instrument. In addition, the adverbial or the information of time, place, extent, manner, etc in a clause of material process is called circumstance. The participant and the circumstance are not discussed in this research and it focuses on the lexical verb that represent the process of the material clause. Material process has several types of material clause that are creative material clause and transformative material clause.

B. Creative and Transformative Material Clause

The indicator of the material process is the process of doing. Halliday & Matthiessen (2014) states that types of doing can be divided into creative material clause and transformative material clause. Based on Yakub, Azhar & Kakepoto (2017) in their research, the creative material clause is the process of transitive or intransitive material clause, which is no separate elements that involved in the clause. It is circumstance. Meanwhile, transformative material clause is the process of the transitive or intransitive clause with adding the circumstance in the clause. Transformative material clause has three types outcome as the change of some aspect that exists the actor or the goal. The types of outcomes are elaborating, extending and enhancing.

C. Participants

Participants usually involve in the material process. They are actors and goals. However, other participants may be involved in the material process such as beneficiary, recipient, scope, etc. The first participant is called actor or the doer. The actor is someone who did something. For example:

4	<i>Brother</i>	<i>runs</i>	<i>to go to school</i>
	Actor	process	

Based on Bloor and Bloor (2004), the goal describes the impact of the process. it means that the goal is the result of the process of doing.

5	<i>Mother</i>	<i>made</i>	<i>a banana cake</i>
	Actor	process	goal

The beneficiary is a participant who or which get the benefit from the process. the process involves two or more participants.

6	<i>Mother</i>	<i>made</i>	<i>me</i>	<i>A banana cake</i>
	Actor	process	beneficiary	goal

The range is a participant that has a relationship between the object and the verb. It cannot be separated.

7	<i>He</i>	<i>kicks</i>	<i>The ball</i>
	Actor	process	range

Recipient represents a participant that is benefiting from the performance of the process. It means a participant who gets the thing or gets the benefit from the process.

8	<i>I</i>	<i>give</i>	<i>you</i>	<i>One bouquet of flower</i>
	Actor	process	recipient	goal

The scope is processed nominalization of the verb in the material process. According to Sujatna (2013), the scope is a unique participant in the material process.

9	<i>She</i>	<i>has</i>	<i>A dinner</i>
	Actor	process	scope

An instrument is something that causes an action indirectly. Normally an agent acts upon an instrument and the instrument accomplishes the action (Payne, 2011).

10	<i>She</i>	<i>broke</i>	<i>The glass</i>	<i>By her hammer</i>
	Actor	process	goal	instrument

RESEARCH METHOD

The researchers apply the descriptive qualitative method. The data sources are taken from the clauses in the brochures of Life Insurance in several companies. The companies are selected based on the best asset in 2017. The researchers use two techniques in this research. First, the researchers collect the clauses from the brochures and select the clauses based on the research questions. Second, the researchers analyze and describe the clauses that the lexical verbs describe the type of material processes and the role of the participant is used in the material processes within Life Insurance Brochures. In addition, the researchers take the conclusion.

DISCUSSION

The researchers found 155 clauses. The data are divided into two types of material process that is transformative material clause and creative material clause. Some clauses are analyzed below.

A. Transformative Material Clauses

Transformative material clauses tend to dominate the material processes which appear in Life Insurance Brochures. The researchers found 125 data and it consists of one, two, and three participants. The participants can be seen in the clause patterns below.

11	<i>We protect tomorrow</i>		
	We	Protect	tomorrow
	Actor	process	circumstance

Data (11) shows the activity of the lexical verb *protect*. The process belongs to the material as the process of doing. This clause belongs to transformative material clause because the lexical verb *protect* represent the outcome of elaborating (operation). This data has only one participant that is *actor*. In addition, the circumstance appears in this clause. Adverbial tomorrow describes the circumstance of location

12	<i>You can access cash value through loans (which are charged interest) or withdrawals</i>			
	You	can access	cash value	through loans (which are charged interest) or withdrawals
	Actor	process	goal	circumstance

Data (12) shows the activity in the verbal group *can access*, that is the lexical verb *access* as the indicator of material process. It describes a process of doing and it belongs to the transformative material clause. The lexical verb *access* represents the outcome of elaborating (operation). Two participants are involved in this data. First, pronoun *you* is used as the actor and the noun phrase *cash values* as the goal. Sencond, the noun group *through loans (which are charged interest) or withdrawals* describes a circumstance.

13	<i>Core income 7 gives you several ways to access you money</i>				
	Core income 7	gives	you	several ways	to access you money
	Actor	process	recipient	goal	circumstance

Data (13) shows that the verbal group *gives* is included in the material process as the indicator of material process. The lexical verb *give* belongs to the process of doing. This data is included into transformative material clause, in which the lexical verb describes the outcome of extending (posession). Three participants appear in the data. First, noun phrase *Core income 7* is used as the actor. Second, pronoun *you* is used as

recipient and the last, noun phrase *several ways* is used as the goal. Then, the prepositional phrase *to access you money* describes the circumstance as the additional of this data and it explains the outcome of extending (possession).

B. Creative Material Clauses

The researchers found 30 clauses that are included in creative material clauses. The clauses consist of two and three participants. The clauses are transitive clauses without circumstance involved. Therefore, some clauses are analyzed as below.

<i>You can pay the required premiums</i>			
14	You	can pay	the required premiums
	Actor	process	goal

Data (14) shows that verbal group *can pay* is classified as the material process with the lexical verb *pay* as the indicator of the material process in the data (14). The clause above is included in creative material clause which the clause has not the circumstance as the additional information. Two participants are involved in data (14). The pronoun *you* is used as the role of actor and the noun phrase *the required premiums* as the goal.

<i>Allianz 222 annuity lets you receive fixed interest instead</i>				
15	Allianz 222 annuity	lets	you	receive fixed interest instead
	Actor	process	recipient	goal

The last data, data (15) shows that the verbal group *lets* is included in to the material process, which the lexical verb *let* is a process of doing and becomes the indicator of the material process in the data (15). Three participants are involved in this data. The noun group *Allianz 222 Annuity* is used as the role of actor, pronoun *you* as the recipient and then phrase *receive fixed interest instead* of as the goal.

CLOSING

As a result, based on Halliday (2014) the material process can be divided into two types of material process. The processes are transformative material clauses and creative material clauses. It is distinguished by the existence of circumstance in the clause as the additional information and explains the type of outcome of processes. The lexical verb appears in the data is an action verb. Action verb describes a process of doing and becomes the indicator of material process. The participants are involved in the data such as 1) actor, it represents someone or something who did the process. 2) The goal, it

represents the result of the process, which is the actor did. The last 3) recipient represents something that can get by the participant that is goods or services. The difference between the text of life insurance and another text is the life insurance text only raises three types of participants that are actor, goal, and recipient. It becomes one of the differences from another text. The text describes the services that are offered by companies to the reader as the customer.

Based on the result, it can be concluded that the lexical verb describes the type of material processes in the text of life insurance. The verbs are an *offer, receive, protect, provide, customize, request, access, earn, allow, decrease, increase, lock, change, add, choose, take, pay, buy, build, work, help, and give*. Then, the roles of participants are involved in the text such as actor, goal, and recipient.

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